

# Sample Press Release

FOR IMMEDIATE RELEASE

Contact: **[INSERT NAME, ORGANIZATION]**

Phone: **[INSERT NUMBER]** E-mail: **[INSERT E-MAIL]**

**[INSERT ORGANIZATION] HOSTING [INSERT EVENT] TO INCREASE THE PREVENTION OF  
SUBSTANCE USE AND PROMOTION OF MENTAL HEALTH**

**[INSERT ORGANIZATION]** will be hosting a **[INSERT EVENT]** at **[INSERT LOCATION]** on **[INSERT DATE]** as part of National Prevention Week, a national health observance sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA). National Prevention Week is dedicated to increasing the prevention of substance use and promotion of mental health. The **[INSERT EVENT]** will **[BRIEFLY DESCRIBE EVENT]**.

**[INSERT ORGANIZATION]** recognizes that the small, daily actions done by individuals, combined with the actions of families, communities, and coalitions, come together to make up the larger, bold movement of prevention. To encourage healthy decision-making and rally people to reach their full potential, **[INSERT ORGANIZATION]** is partnering with **[PARTNER ORGANIZATION(S)]** to host **[EVENT]**. The **[EVENT]** will reflect the National Prevention Week theme—“Making Each Day Count”—and provide members of the community with **[DESCRIBE HOW THE EVENT WILL SERVE THE COMMUNITY—EDUCATE, SHOWCASE LOCAL RESOURCES, RAISE AWARENESS, ETC.]** so they can be champions for prevention.

National Prevention Week echoes a key message of the 2016 *Surgeon General’s Report on Alcohol, Drugs, and Health* to shift the way our society thinks about substance misuse and substance use disorders while defining actions that individuals and communities can take to prevent and treat these conditions. **[INSERT ORGANIZATION]** is proud to be one of many organizations around the country encouraging people to raise awareness about the importance of substance use prevention and mental health promotion in their communities and lives as part of National Prevention Week.

**[INSERT INFORMATION ABOUT YOUR ORGANIZATION AND YOUR MISSION, YOUR WORK IN THE COMMUNITY, ETC.—NO LONGER THAN ONE PARAGRAPH].**

If you would like more information about **[INSERT ORGANIZATION]** and the **[INSERT EVENT]**, or to schedule an interview, please contact **[INSERT FULL NAME, TITLE]** at **[INSERT PHONE NUMBER]**.